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BILLBOARD ADVERTISING

MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

VOL. I, No 1.

CINCINNATI, NOVEMBER 1, 1894

PRICE 10 CENTS.
PER YEAR, 90 CENTS.



R. C. CAMPBELL.

**DEVOTED TO THE INTERESTS OF ADVERTISERS, POSTER PRINTERS,
BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.**

IN GOTHAM.

The Indefatigable and Tireless Industry of the Bill Poster.

As it Appears to the Casual Observer in the Metropolis.

We take it that in the matter of pain industry the bill poster stands alone, with no man worthy to be a second. The bill poster is busy the year round and rejoices in leap years; but he seems to make an especially violent effort about this season. He sleeps a little, we fancy, at other times, but now he scorns any such display of weakness, and sticks bills through the long night as well as through the hurrying day. It is not likely that he wants to sleep. A building might burn down somewhere, and if he were asleep he would not get the hot and tottering walls covered with posters in time to catch the eye of the man running to get the 5 a. m. train. If he were at home in bed he could not crowd through the fire lines and post bills on the top story while the firemen were fighting the flames on the floor below. He loves to be out on the street at night, when, should he discover a fire, he can bill the front of the building and then turn in an alarm.

If the spirit of restless industry which pervades the ranks of the bill posters could be made to permeate the rest of the community, who dare say how much it would add to the national wealth? If, for instance, the bill posting zeal could take hold upon the messenger boy, the change which would be wrought in the social and business world is scarcely conceivable. There appears to be no danger that the idea of the messenger boy will infect the bill poster. Fire nor water nor night nor storm nor policeman can stop him. The only thing which ever gives him pause is the dreaded and hated sign of "Post No Bills."

It must not be supposed by the unobserving that pasting up the gigantic bills which cover fences and sides of houses is the bill poster's only work. These, to be sure are his great works, the ones which call forth his genius; but his long, steady, untiring, day-in-and-day-out labors are directed at the humble ash can. The pile of bricks, the dry goods box, the new building, all attract him, but none of them give him that pure tranquil joy which he feels when a new ash barrel swims into his ken. He loves to bill and rebill an ash barrel every morning a new bill, whether or not the old one has been damaged, till the barrel is padded with paste and paper, upholstered in bills, takes on an obese aspect, becomes broader than it is long, and looks as if it were wearing extremely pronounced crinolines. But it is when rival bill stickers descend upon the ash cans of a given street, one detachment waiting around the corner till the other has affixed its loathed bills, and then swooping around and sticking its own over the others with a slap of wet brushes and a swirl of paste around each like red fire around a pinwheel—then it is that an ash can grows a bark like a cork tree.

Is it possible that bill posters, paradoxical as it seems at first sight, are messenger boys of a larger growth? that all of the vast oceans of energy conserved and stored up while in the larva state of a messenger boy burst forth in riotous profusion in the perfect condition of bill poster? There are whole intellectual restaurants of food or thought in this idea; but we leave it to some professional essayist.—*Harpers Weekly.*

ADVERTISERS' RICHES.

If the fortunes made by judicious and wide-spread advertising in the past one hundred years could be ascertained and added together, the sum would be of such infinite magnitude, that even the mind of an expert mathematician would be utterly unable to grasp it.

WISCONSIN BILL POSTERS.

The following is a list of the members of the Wisconsin State Bill Posters' Association:

E. A. Hartman, President, Mantowoc; W. C. Tiede, Racine, Vice President; Frank A. Fitzgerald, Secretary, Milwaukee; E. J. Kempf, Treasurer, Sheboygan; Cream City Bill Posting Co., F. A. Fitzgerald, Manager, P. J. Shannon, President, Milwaukee and Suburbs; Aug. Erickson & Co., La Crosse; Henry Sarau, Oshkosh; W. C. Tiede, Racine; Karl Stussy, Eau Claire; E. J. Kempf, Sheboygan; G. W. Harwell, Ashland; Mrs. John Reiner, Madison; P. B. Haber, Fond du Lac; John T. Condon, West Superior; S. H. H. Barnhart, Appleton; Wm. H. Stoddard, Janesville and Chippewa Falls; John B. Hebert, Menominee Mich. P. O. and Marinette; Geo. W. Evans, Watertown; John Mallory, Green Bay P. O. and Ft. Howard; Adam Meyers, Stevens Point; E. A. Hartman, Mantowoc; Jake J. Disch, Kenosha; Will Lansing, Neenah P. O. and Menasha; J. D. Lawe, Kaukauna; M. O. Rowell, Beaver Dam; W. A. Foster, Tomahawk; E. J. Palmer, Oconomowoc; A. W. Rums, Grand Rapids, P. O., Centralia; W. Putnam, Marshfield.

Posters judiciously used yield the promptest returns of any advertising medium extant. They will not sell goods, however. Neither will circulars, newspapers, or any other medium, but they will render valuable aid to the salesman who does.

A SPECIAL OFFER.

To every person subscribing for BILLBOARD ADVERTISING before December 1st, 1894, we will send, postpaid, A Handsome Calendar for 1895. To avail yourself of this offer, you must send Money Order for 90c, with subscription blank properly filled out, to reach us not later than December 1st 1894.

Many of the bill posters who advertise in BILLBOARD ADVERTISING not only benefit themselves, but the whole town in which they are located, as well.

SHOW PRINTERS.

Points About the People Who Print the Posters.

The Morrison Show Print Company of No. 11 Jefferson Avenue, Detroit, Mich., has entered the field under the guidance of Mr. Jos. Cohen. It gives promise of proving a most lively competitor and a vigorous candidate for theatrical patronage. For the time being, they will confine themselves to engraving on pine, and color printing, both block and pictorial, and type work in all its branches.

"Billy" O'Malley, who for years ran the stock and shipping at the Empire in Chicago, is now engaged in a similar capacity for the Donaldsons, of Cincinnati.

James Winterburn, President of the Winterburn Show Printing Company, O. Chicago, has assumed the management of the Walker Whiteside Co. and will direct the tours and conduct the business of that rising young tragedian.

Samuel Booth has again opened up, much to the gratification of his numerous friends in the show business. He is located at No. 332 Seventh Avenue, New York, where he has a splendidly equipped establishment.

Mauberré's Show Printing House, of New Orleans, the oldest and best show printing concern in the South, believe that BILLBOARD ADVERTISING is a good thing, and give substantial evidence of their endorsement in the shape of a subscription and an advertisement, which appears in this issue on another page.

H. J. Anderson, manager of the Enquirer Job Rooms, of Cincinnati, has succeeded in producing results in zineographic printing that are truly wonderful.

The Show Printers' Association, of which Thos. S. Dando and Moncrief Clelland are the ruling spirits, has accomplished more real good in the matter of adjusting credits and affording immunity from loss to the members of the Association than any similar organization or movement that has ever been projected. Twenty-six show printing concerns are members of the league which is flourishing splendidly. The dues in comparison with the services rendered are merely nominal. Inquiries should be addressed to Moncrief Clelland No. 34 S. Third St., Philadelphia, Pa.

Francis & Valentine have entirely recovered from the effects of their recent disastrous fire, and are now located at No. 517 Clay Street, San Francisco. They carry in stock a complete line of the Donaldson pictorial paper.

Hennegan & Co., of Cincinnati, are rapidly building up a splendid business. Their growing patronage has twice during the last year necessitated their enlarging their facilities.

The Libbie Show Print. Company, of Boston, than which there exists no office in America better equipped for all kinds of poster printing, are making a specialty of large block and type work for both mercantile and show advertising. This well known house is one of the most progressive and enterprising of all the Eastern firms in their line. They have held upon the estimation of a large number of patrons, both in the commercial and the mimic world, and the number of their customers is growing at a most gratifying rate. Their unequalled facilities, rare courtesy and uncommon tact have contributed greatly towards their success and enabled them to assume their present enviable position among their competitors. The friends of C. F. Libbie, Jr. are legion.

E. W. Goggin is no longer connected with the Francis & Valentine Co.

It is significant that among the vast number of failures which occurred during the recent panic, but one show printing house went under, (The Empire of Chicago) and its downfall was directly attributable to a combination of circumstances totally outside of its regular business.

Ed. Sprague, formerly of the Empire is now with the Central Show Printing Company, of Chicago.

E. C. Thurber, (Charley) with the Shober & Carqueville Company, is as genial, pleasant and well-liked as ever. No one has more friends among showmen than Mr. Thurber.

THE Ault & Wiborg Co., of Cincinnati, is one of the most progressive ink houses in the country. The rapid growth of this concern has been truly phenomenal. Their inks are known far and wide, and their label on a can of ink is a guarantee of excellence. Their poster inks are undoubtedly the best in the country. The ink used on this publication is from the above firm.

HOLIDAY TRADE.

It behooves bill posters to get started right now and secure some of the Holiday Trade. Don't let the newspapers have it all. See your merchants, expiate on the advantages of the boards as a holiday advertising medium. It won't take long to convince them. Start one and they will all follow. Send to Donaldson for a sample of their new Holiday Poster—it will interest your patrons and start 'em thinking.

A HORSEY TALE.

Pittsburg has the reputation of possessing the greatest hustling aggregation of bill posters of any city in the country. Seldom, indeed, does a box or a barrel of any description escape these enterprising bill stickers, but it remained for one of their number to gain a record second to none by posting a half-sheet on the carcass of a horse while the body was still warm.



MANY FINANCIAL LOSSES.

The season just ended has proved, with a few exceptions in widely distant and isolated localities, the most disastrous that Fairs and Races have experienced in a decade. Last year, it is true, those few brave souls who undertook to buck the World's Fair, especially those in territory immediately adjacent to Chicago, experienced a cold and chilling frost of most pronounced severity and depressing effect, but a great many fairs in the extreme East, South and West did well. This year, however, bad business was general. From every direction comes reports of very light attendance, deficits and great financial loss. Truly this is a very uncertain world. "What's that?" "The world's all right—its the Democrats!" Well, maybe so, maybe so.

The Hamilton County Fair, which was held at Carthage, Ohio, was the most successful ever held in the history of the Society. Thirty thousand people were in attendance on

There has been a marked improvement in the last few years in the quality of the fair posters. Some of the designs issued last year were real works of art. This year will see many more of a high order.

The Danville (Ills.) Fair, in addition to the general depression which affected all alike, had the additional drawback of a very wet week. The weather was simply vile, and the wonder is that the showing made, though but poor, was not worse than it really turned out. The Danville Fair and Trotting Association, under whose auspices the Fair is held, is regularly incorporated, and has been, we believe, since 1890. They have one of the best mile tracks in Northern Illinois, and no doubt will retrieve next year, their unhappy experience this season.

'A PERTINENT SUGGESTION.

There is nothing that will contribute in a greater degree towards the success of next year's fair than an early start. New Year's day next ought to see the officers elected and the organization perfected of every fair that is to be held during the season of 1895. A thousand and one advantages accrue to the societies who adopt this course, not the least of which is that it leads to an early decision in the matter of the fair date, and tends greatly toward avoiding the endless annoyance and vexation which usually attend the settlement of this important question. Decide upon your date early and let the laggards worry.

Cyrus T. Fox is the Secretary of the Berks County Fair, resident at Reading, Pa.

F. P. Kispert, the efficient and hustling Secretary of the Fair at Jefferson, Wis. which is held under the auspices of the Jefferson County and Rock River Valley Agricultural Society, reports very good business, considering the season. There is some talk of making the track at this point a full mile.

Geo. M. Robinson finally acknowledges absolute defeat. He made a splendid effort to place the Elmira Inter-State Fair on a paying basis and displayed marked ability in the methods he employed. Floods and the general depression proved too much for him, however, and the Elmira Fair, as a consequence, at least as far as Mr. Robinson's connection with it is concerned is a thing of the past.

AN OPPORTUNITY—WILL YOU GRASP IT?

We intend to make BILLBOARD ADVERTISING especially valuable to Secretaries of Fairs, and all who are interested in Fairs and Races. To accomplish this we desire to have the co-operation of every Fair Secretary in the country; we want you to subscribe and advertise, when possible, and correspond with us, giving us such information as you may have, asking us for points on which you wish to be enlightened. In return for your subscription, we intend, as far as it is in our power to do so, to make our paper of such value to you that you would not be without it for five times the amount of the subscription. We will, from time to time, introduce illustrations and articles on the "Best way to advertise a fair," "What are the best attractions for fairs, and where to obtain the same," "New Displays," etc.

Directors have heretofore experienced great delay and much vexation in obtaining the proper "Special Attractions" for their Fairs, sometimes not engaging them until the last week not giving them time to advertise same properly, and when your special attractions are not properly advertised they lose their value. We will

business of the Fairs, and only those whom we know to be reliable and of a high order will be permitted to advertise in our paper. No fakes or humbugs.

Try a years subscription, and our word for it, you will be amply repaid by its monthly visit.

SPECIAL OFFER

Every one sending us a year's subscription by December 1st, will receive free, a

Handsome Calendar!

The Helleberg Photo-Graving Co., are getting some wonderful results in the way of half tones and line cuts. Their latest production in color plates are truly marvelous.

The Tolbert Combination of Horses and Riders gave their exhibitions at a great number of Fairs this season. They were accorded great receptions wherever they appeared.

Read the "Special Notice."

The Brockton (Mass) Fair is one of the few that came through with a balance on the right side of the ledger.

Arthur M. Plato, of San Francisco, the hustling Secretary of the Pacific Coast Bill Posters' Association, is in New York closing contracts to cover the entire Pacific coast.

W. R. Burnitt, of Honey Grove, Tex., is one of the live bill posters of Texas who takes great interest in his calling.

SPECIAL NOTICE To every person subscribing for BILLBOARD ADVERTISING, before December 1st, 1894, we will send, prepaid, a Handsome Calendar for 1895.

THE AULT & WIBORG CO.

MANUFACTURERS.

THE BEST PRINTING INKS FOR POSTERS.



ALL COLORS AND GRADES.

BRANCHES: 68 Beekman St., New York. Cincinnati, O. 82 Sherman St., Chicago.

WANTED WILL BUY THE BOARDS

In any good live town of between 25,000 and 50,000 inhabitants, provided they can be obtained at a reasonable figure, for cash. Address with full particulars

E. M. BURK, Car Central Hotel Covington, Ky

I PRINT POSTERS,



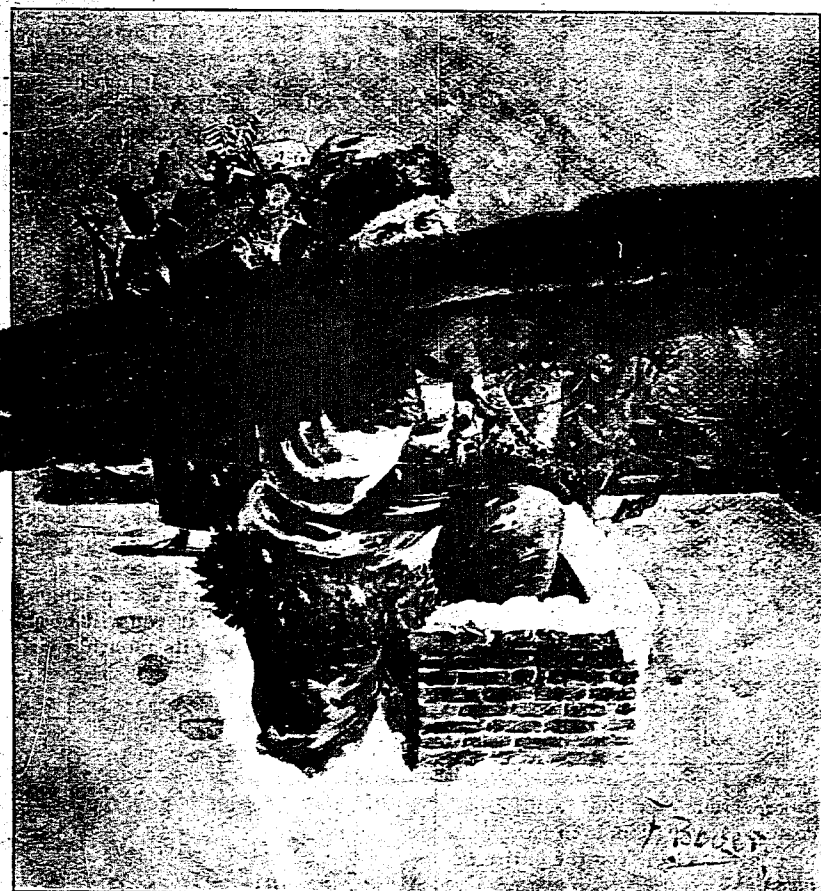
Not the ordinary Posters you will note, for I understand my business thoroughly. Some people say I charge a good price. All agree that I do good work. Everybody knows that good work is always cheaper than poor. You can find me at 332 Seventh Avenue, New York City,

SAMUEL BOOTH.

A NEW WHOLE SHEET

CHRISTMAS POSTER!

By THE DONALDSON LITHO. CO.



Lithographed in Four Colors, size 30x40 inches.

We allow a commission of 20 per cent. to Job Printers and Bill Posters on all orders received through their influence. Sample sent by mail on receipt of 9c. in stamps. Address

THE DONALDSON LITHO. CO., CINCINNATI, O.

MAUBERRET'S PRINTING HOUSE.

The Largest and Most Complete Poster House South

526 TO 532 POYDRAS STREET.

NEAR CAMP STREET, NEW ORLEANS.

OUR SPECIALTIES:

Posters and Stands of All Sizes, ENGRAVED, or PRINTED from TYPE, In as many Colors as Desired.

GOOD WORK · LOW PRICES · QUICK DELIVERY

.. *Designers and Engravers* ..

Portraits for Newspapers



Cartoons for Dodgers.

The Henneberg Photo-Engraving Co.

245 SYCAMORE STREET.

SEND FOR SAMPLES. CINCINNATI, O.

Winterburn SHOW PRINTING CO.

166 Clark, Chicago.

(DON'T FORGET THE NUMBER.)

Descriptive and Pictorial Posters, OF ALL KINDS.

HENNEGAN & CO. Poster Printers

CINCINNATI, OHIO.

POSTERS OUR SPECIALTY.

FINE COLOR PRINTING.

STATIONERY, PHOTO-ENGRAVING.

CORRESPONDENCE SOLICITED.

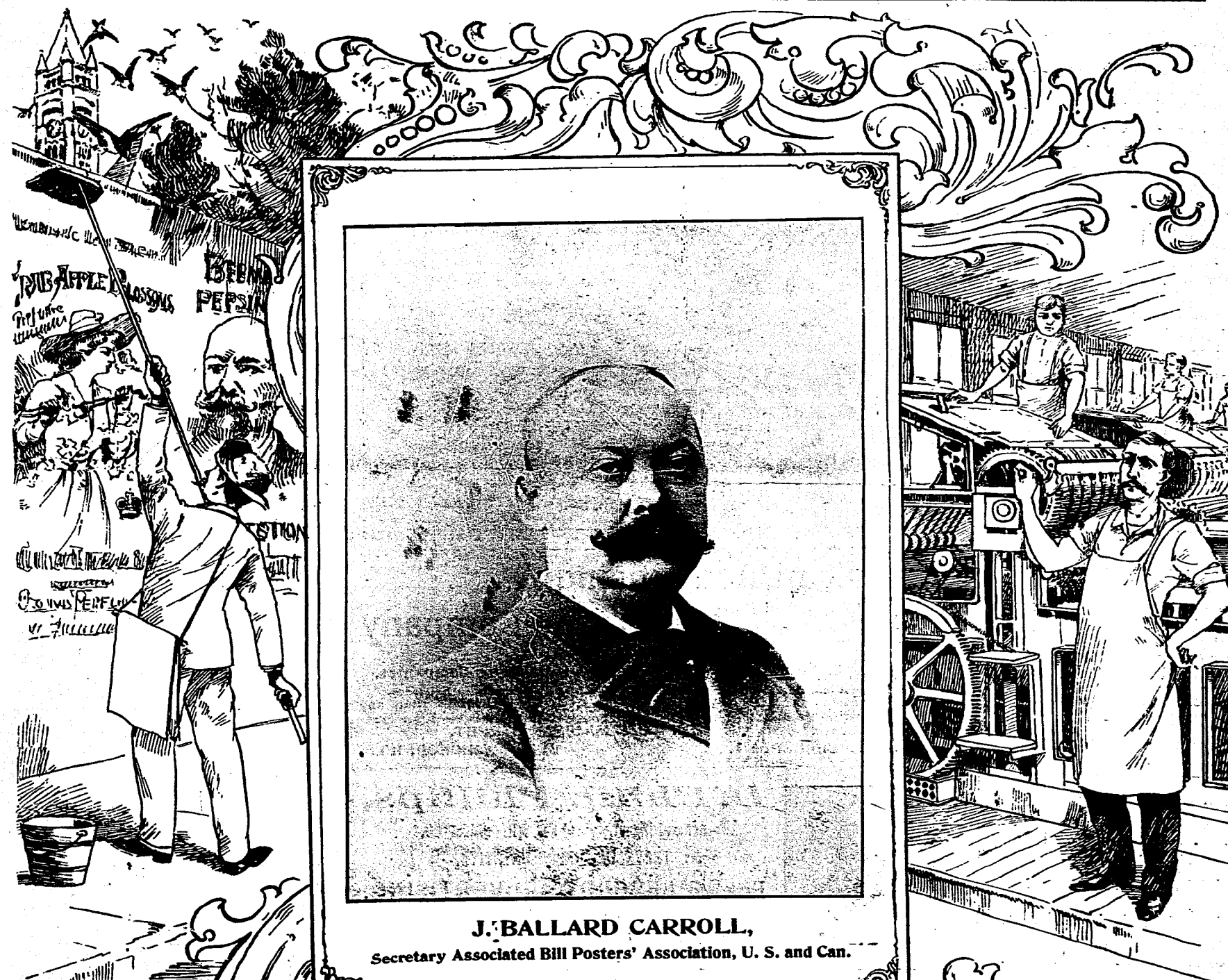
BILLBOARD ADVERTISING

A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

Vol. I, No. 2.

CINCINNATI, DECEMBER 1, 1894.

PRICE 10 CENTS. PER YEAR, 90 CENTS



J. BALLARD CARROLL,

Secretary Associated Bill Posters' Association, U. S. and Can.

DEVOTED TO THE INTERESTS OF ADVERTISERS, POSTER PRINTERS, BILL POSTERS, ADVERTISING AGENTS & SECRETARIES OF FAIRS.

BOOM THE NEW YEAR'S NUMBER OF Billboard Advertising

Sixteen Pages. Lithographed Cover. Edition 10,000.

IT GOES ALL OVER THE WORLD.

Send in Your Advertisements. Make it a credit to the Craft.

EDITION ENLARGED. RATES REDUCED.

<p>AN ADVERTISEMENT</p> <p>This size in our Superb New Year's Number, will be Handsomely Displayed and Inserted for</p> <p>\$2.00</p> <p>Two inch Single Column.</p>	<p>An Advertisement this size, One Inch Triple column,</p> <p>\$3.00</p>	
<p>One Inch single column adv.</p> <p>\$1.00</p>	<p>An Advertisement this size will just cost you</p> <p>\$2.00</p>	
<p>Now this space would make nice Adv. And All it costs in our Big Edition is</p> <p>\$4.00</p>		<p>This one would give you a splendid advertisement for</p> <p>\$5.00</p>
<p>How would this suit you, it's your for</p> <p>\$1.00</p>		
<p>ONE INCH QUADRUPLE COLUMN, \$4.00.</p>		

We want an advertisement from every Bill Poster in America for our big New Year's Number. We are going to send nearly two thousand complimentary copies to Bill Posters in Great Britain, South Africa and Australia, besides sending one to EVERY PROMINENT ADVERTISER in America. Every Advertisement will be worth many times its cost to the advertiser.

SEND COPY NOW

Address all communications for either the Editorial or Business Department to

BILLBOARD ADVERTISING CO.

No. 11 W. EIGHTH ST., CINCINNATI, O.

Remit in any convenient form.

PRUDES DOWN SOUTH.

They have had an attack of violent morality in Atlanta. The disorder appears to have first broken out, so far as the South is concerned, in Chattanooga, where, as was described some weeks ago in the Dramatic News, there was a protest against putting up the paper of Hoyt's A Black Sheep. The same poster on its arrival in Atlanta, awakened a similar onslaught, and the Woman's Christian Temperance Union, an institution which appears to be perpetually going about seeking something with which to meddle, promptly took a hand in the proceedings assisted by several local parsons. The Hoyt picture, which stirred up the people of the communities mentioned, is described by the Atlanta Constitution as follows:

The picture carries for its title, The Queen of Burlesque, and presents to the view, the figure of a woman in tights. The picture has for its background a peculiar shade of red, while the figure of the woman is made of the most exquisite shade of blue. Standing with her weight upon one foot the other being at rest, the ball of the foot only touches the floor. The woman's face is anything but pretty, leans slightly to one side and glances to the floor. Over her shoulders is a handsome wrap which she is in the act of adjusting both of her hands being above her shoulders grasping the mantle. A delicate, slender waist tapers up to a pair of drooping indifferent shoulders, while it rests upon hips, which are out of all proportion with the rest of the body. The face, not pretty, is made less attractive by the grin which shows a full set of large teeth, and lips so red that the evidence of paint is apparent.

At this distance it does not look as though there was so very much in the bill to become hysterical about. Certainly, it is superfluous to say that Mr. Hoyt and his partner, Frank McKee, are about the last men connected with theatrical management in this country who would resort to an appeal to licentious taste by way of attracting patronage to any one of their various enterprises. Their methods of conducting their business are entirely legitimate, and there is nothing unclean about their shows or the processes by which they are brought to public notice.

These well-known facts give a decided tinge of absurdity to the crusade of the purists in Chattanooga, Atlanta and other Southern cities. In the last mentioned city, in order to comply with the public clamor, the chief of police recently made a case against Billposter Doolev, charging him with putting up indecent pictures. Among the witnesses called to the stand was a clergyman named Butler, who had done a good deal of the protesting. Here is a part of the cross-examination:

Q. Did that picture suggest any lewd thoughts in your mind?

A. The minister scratched his head and said nothing.

Q. Can you name anyone whose mind received an impure impression from looking at the bill?

A. Well, sir there were two men with me when I saw the picture, and they both agreed with me that they were indecent and improper.

Q. Did they suggest any wrong thoughts in your mind?

A. Well, when a male looks upon a female in that kind of a costume, improper thoughts would naturally arise.

Q. But that is not what I want to know. What about the effect of that A Black Sheep picture on you?

A. It is my endeavor to keep wrong thoughts from my mind.

Q. Do you attend the theatre?

A. I have not been in one in twenty years.

Q. Then you think they should be abolished?

A. Yes, that is my opinion.

It would be a fine thing if the morals, or the intelligence, or any part of the conduct of an American community could be guided by a class of people represented by this sort of person, who believes in abolishing an institution which he has not seen for twenty years, and with which he obviously cannot be in the least familiar. A clever satirist once said, in speaking of persons of this type, "To the pure, all things are impure," and this smart speech gains corroboration in the reverend Butler's acknowledgment that he is, obliged to "endeavor to keep wrong thoughts from his mind." Evidently the justice before whom the case was tried could not find any cause for alarm concerning the morals of Atlanta through the exposure of the A Black Sheep pictures, for he promptly dismissed the complaint, after hearing all the testimony that was offered.—*Leander Richardson's Dramatic News.*

A NEWSPAPER'S PROTEST.

The billboard is an American institution. That it is an effective one the success of many a spectacular play can testify. There has, from time to time, been an attempt on the part of certain manager or stars to eliminate the billboard as an advertising medium. In the case of a certain few attraction—those on a highly intellectual basis—the billboard is an unnecessary adjunct. In the generality of plays however, it is a valuable auxiliary, and in that class of so-called drama devoted to spectacular effects, it is the main essential. Take such a stage production as "The Fast Mail" and the billboard is the main reliance of the manager. The fact is that the newspaper appeals to one class of the public, the billboard to another. Some plays can do without the one, some plays without the other, but most plays require the assistance of both.

The billboard is in danger of losing its chief effectiveness for the theater through a late innovation. Within almost the last two years, inspired by the results of theatrical advertising, manufacturers of various commodities have gone to pictorial printers and obtained fancy printing in imitation of those used in the show business. These have arrested public attention on the billboards in the thought that new attractions were coming to town. Instead it has been discovered that the fancily named thing was not a new play, but a new cigarette, chewing gum, patent medicine or breakfast food. So much of this commodity advertising in imitation of plays has disgusted the curious public, and the billboard is no longer an object of interest. It is about time that theatrical managers should take note of this fact. For example, the lithographs of "The Fast Mail" are of little value sandwiched between the Admiral cigarettes and Tutti-Fruiti chewing gum. At best billboard companies have a "soft snap," paying for rentals with passes, and getting their work done at a small figure. It is certainly due the theatrical profession, which has given the billboard its earning capacity, that play-printing should not be mixed up with tobacco and medicine advertisements.—*Salt Lake Tribune, Nov. 4, 1894.*

Correspondents are requested to write only on one side of paper.

Among the Agents.

What the Boys Are Doing, and Where They Are Located.

Tom Henry, whose long stay at the Walnut Street Theatre, Philadelphia, is so notable, is a hard working advertiser, and of late years he has added to his duties, the work of the Park. It is no easy matter to handle paper for two houses in a city like Philadelphia, and the manner in which the two theatres above mentioned, are billed, reflects great credit on genial Tom. He has been at the Walnut ten years. His outside work in summer brings him in quite a sum.

Joe McGeary of the Bowden Square Theatre, Boston, keeps all the rest of the advertising agents on the move, and it is rarely his house is not far ahead of the others in the matter of billing, he is a hustler of the first class, and is on the go all the time. Joe's friends are many and all the boys visiting Boston call to see him.

The busiest man in Brooklyn is Barney Link of the American Bill Posting Company, of Brooklyn. He is on the go all the time, and in consequence he has few kicks coming to him. Last week he got a contract to put up 500 6x4 stands for Broomfield, the big dry goods dealer of New York.

Sam Lowenstein is still with Ollie Hagan, and is now doing the work for the Hagan in St. Louis. He gave Dark-est Russia a great billing, and it is said that it was the best billed theatrical entertainment that had been there in years. Sam has been at the head of the advertising department for Mr. Hagan a number of years, and has a host of friends among the advance agents. His snipe work is most excellent.

Charlie Stevens, who is the advertising agent of the People's Theatre, Toledo, has the town all to himself and he bills it well, covering the entire city. His work is most efficient and he has been in the employ of the house for a number of years. He will need to hustle next season, as the new house will open the latter part of September and will make a strong bid for public favor.

John Keenan is still located at the Empire Theatre, Philadelphia, and a visitor to that city can readily see that the popular Broad Street house is billed far and near. Mr. Keenan does more summer work than any other advertising man in Philadelphia and consequently is busy twelve months in the year. He is extremely popular with traveling managers and all have a kind word for one of the best advertisers in the eastern country.

Tommy Cash is certainly placing the Grand Opera House, Pittsburgh, in a front place as regards advertising. He has been there only a few months, but already his presence is felt and from a reliable source we learn that he keeps the rest of the theatre boys worried all the time.

Pete Cavanaugh is doing some fine work ahead of Sandow. His specialty is cloth banners and he gets a showing that means many a dollar to the Company.

George Cummings is still at Palmer's Theatre, New York, and of course his house is sure to be well heralded on all occasions. George is a quiet fellow and not given to blowing his own horn, but his work is exceedingly clever. His last season in the circus business was '87, with the Forepaugh Show, and he was a most reliable man.

Thomas Riley of the Lyceum Theatre, Philadelphia, is quite popular with all the agents of the many vaudeville attractions that play his house. Tom is never too tired to keep at it, and the weather has no more effect on him than rain on a duck's back.

William Harrison is still at the Boston Theatre, and seems to be married to the town, as it has been many years since he "trouped" on the road. He is a first class man, and if he was not he could not have remained ten years with Eugene Tompkins.

Tom Campbell has two houses to look after, the Academy, and the St. Charles in New Orleans. He has put in a number years with Klaw & Erlanger, and with "Billy" Rowles at his back he is sure to add another success to his great record. When in Buffalo, Tom woke the town up in great shape, and secured a splendid engagement to go ahead of the Soudan.

Boone's Arena of Trained Animals is now on the North Texas Circuit. J. Cahill is in advance and "daub him up" to the boys as the right sort of a boy.

THE POSTER FAD.

I see that the Franco American Soup people have gone into the poster field quite prominently. In New York, and I doubt not the rest of the country as well, they are using a twelve sheet stand showing the trade-mark of the little cook in colors, and the words "Franco-American Soups" in big, thick white letters on a blue background. The effect is good.

Speaking of posters calls to mind a topic to which I have already referred in this column some time ago, namely, the importance of posters as an advertising medium in France and more latterly in England. Of course, whatever John Bull takes up ought, in due course, to find its way to America, and if the poster fad should become the craze, it will afford scope for some very artistic advertising. For some years back there has been such a demand for posters that it is not an unusual thing to have an edition printed for collector's use only. It no doubt appears strange that an advertisement should be sought for the same as an antique or a curio, but the whole field of American lithography presents no such attractiveness in this department as does that of France. Possibly we have not the artists. But we have many good illustrators, whose admirers would appreciate a bit of work in color which they could obtain wholly for themselves, especially if it came through a channel sanctified by British approval. There is now being held a poster exhibition in London, and as there is quite a collection of French posters in this country in the hands of men like Mr. A. W. Drake, of the Century, it ought not to be a difficult matter to have them on show, say at the Aldine Club, for an afternoon and evening.—*Art in Advertising.*

A DISTORTED REFLECTION.

A crusade against billboards, noted as spontaneous in several cities, has broken out also in Chicago. As a matter of fact, the billboard is a relic of cruder theatrical times, and it is in many respects an annoyance to theatre managers as well as sometime a public eyesore.

The above paragraph from the editorial page of the New York Dramatic Mirror, November 17th is a fair sample of what a journal does not know about the boards. It is a little more remarkable than usual coming as it does from a recognized dramatic organ, which is supposed to be thoroughly in touch with things theatrical. As a matter of fact, there never was a time when theatrical managers relied on the boards to the large extent that they do at present. Never in the history of the business, has the value of posters been so fully recognized and universally utilized a condition by the way, how few will continue to obtain until a medium as quick, economical and effective is discovered, and that will be never. It would be interesting to know just what the show printers think of this uncommonly erudite effusion, especially those who have advertisements now running in the columns of the Mirror.

PASTE THIS IN YOUR HAT.

Or What is Better. Get a Reliable Bill Poster to Paste It!

It is a conceded fact that advertising makes a business. Successful business men all will testify to the fact. But a novice in this science—for such it is—prone to mistakes and often goes to a big outlay of money and misapplied brains, which is not pregnant with the right results. You advertise to let the people know what you have that they want. That's it in a nut shell. The question is "How can I reach in the most striking way, the greatest number of people who need my goods or services in my particular line and at the least cost?" To any thinking business man, with all due regard for our friend the newspaper man, there is but one answer—Box car letters on billboards! Get them up loud! Print the n'big! Pictorial and descriptive! The mercantile man reads them, they are in his line. The professional man reads them, they are catchy, and he can't help himself if he would. The laborer reads them, they are a relaxation from his work. The woman reads them, just to see what they say. The children read them, they're built that way. They catch the masses, they bring the greatest results for the least money. Bill by all means? Newspaper work is good in some directions, but stop and figure how many more people will read \$100 worth of judicious billing than will read \$200 worth of newspaper ads?

There is but one thing better than posters, and that is better because it lasts longer, and of course costs more, that is Advertising signs! Painted signs! Advertise my friend, but do it right. It will make your business. Do it wrong and it will break your business.

Yours on a prominent corner. BURNITT, THE BILL POSTER.

Harry W. Thompson, one of the most skillful bill-posters on the coast, and a long time with John Williams of Portland, is now with the Seattle City Bill-Posting Co.

POSTERS FOR RETAILERS.

The most concise and terse of all 'directions for using' is found upon the doors of public buildings and business houses. Just two words, one of which is "push" and the other "pull". Did it ever occur to you how emblematic they are? If you wish to pass through the portals of success, you must either "push" or "pull".

It is always best and easiest to push. If you pull you have to stop and step out of the way of the door, while if you push you can keep right on a going.

There are many ways to push a business, especially a retail business, and there never was any one yet who pushed hard enough, but what achieved some fair measure of success.

Strangely enough however, the strong est-push of all is the one least employed. We have reference to posters. How few retailers realize the value of this medium. And yet there is nothing so prompt, so reliable, and so sure, nothing that will yield anywhere near the results on a like investment. Try it! just once! If you have no poster printer in your city your local bill poster is likely an agent for some foreign show printer, or reference to our advertising columns will put you in communication with some responsible firm. Obtain your estimates and then try five hundred one sheet posters. Be careful with your copy; have it short, sharp and crisp. A good rule is one idea and one article to one poster. Then bill the city thoroughly, and get them out into the country also. Our word for it that you will not only find that it pays but you will do it again as soon as you get the opportunity.

ON ADVERTISING NOW.

We have never insisted that general business, and by that we mean the general activity in trade, would improve with any very great rapidity after the election. The unwise tariff legislation of the Democrats is fastened on the country for a time at least. It is just as well perhaps, since the American business world had almost gone to the dogs, that this should be so, for evidently only half a chance to recover one's former circumstances is something. The advantage which the business situation comprehends at the present moment, which it did not comprehend before the election, is this, that all persons engaged in banking, transportation and trade now have a basis of operations upon which to proceed. They know what is coming and hence know what to calculate upon. Consequently they are able to proceed, in some cases rapidly in some only slowly. The bankers must necessarily be cautious for a time perhaps for a considerable time. A great body of consumers have gone without their wages, or at least without some part of them. They cannot buy so generally. They must buy something, and they will, and so gradually in all directions in all branches of commerce, business will pick up.

It is the time, then, to begin to advertise again, not lavishly, perhaps, but steadily. The merchant is after the dollars and dimes of the people. The people will begin to have those indispensable commodities from this time forward and, while from necessity or caution, they will spend them rather slowly, still they will spend them, and the merchant who announces himself best, who posts in the columns of good advertising media,

diums his daily bulletins of store news, who by one or another ingenious method of promoting his business, begins to do it now will reap the greatest gain. The procession is beginning to move and the person who does not join in is not going to fare well in the general distribution of prizes at the end of the march - Cincinnati Tribune.

A WOMAN bought a newfangled coffee pot from a peddler. In the evening she showed it to her husband, a hardware dealer, who told her he kept the same thing in his store for half the price she paid. "Well," said she, "why don't you advertise? Nobody ever knows what you have for sale."—Fame.

It's the number of ideas, rather than the number of words in an advertisement which makes it effective. The best ads contain but one. —Boston Home Journal.

A GOOD advertisement is read by buyers but a poor advertisement is read by nobody but the proof reader. —The King's Jester.

Ode to An Advertisement.

Lives there a man who doth not feel A pleasant duty o'er him steal, When in cold type, clear cut and dry, His advertisement meets his eye? Breathes there a firm in this broad land So good so wise, or yet so grand, That could not add to that fair name By the use of advertising fame? Who does not know this pleasing sense, Ne'er feels the pleasing recompense— That peace of mind that doth entwine The brow of him who doth enshrine His business deeds, and advertise Before the truly good and wise? O! Advertisement! Ensign fair! Keep on, o'er land, o'er sea, in air. Speak business to the distant isles; Tell pretty maidens of the styles; Tell men and women, young and old, The route to take to spend their gold. O! Advertisement! Open door To wealth and fame forever more! Keep on—in car, on fence and dome, In paper going to the home, On wall of wood, or stone, or brick— And make the man who don't use you —sick.

GEO. S. BECK, In Profitable Advertising.

A SUGGESTION. The following idea is submitted by BILLBOARD ADVERTISING for a one-sheet poster to advertise breakfast foods. Properly executed and judiciously used it would prove most effective.

A Dainty Breakfast.  **S' ROLLED OATS.** DELICIOUS. APPETIZING. NOURISHING

It might be printed either in colors or monochrome. In fact, would look almost as well in a rich Vandyke brown as it would in four or five printings.

HOW IT LOOKED AND HOW IT SHOULD HAVE LOOKED.

Take the following one-sheet poster, which, indeed, is far above the average commercial poster in point of composition arrangement and display, and examine it:

Smith Hardware & Iron Co. Manufacturers of and Dealers In **STOVES, FURNACES AND HEATERS** Tin, Copper & Sheet Iron Ware, Paints, Oils, Glass, Nails, Reapers, Drills, Mowers, Plows, Farm Machinery of every description. **Everything at St. Louis Prices.** 114 Broadway. East St. Louis

Then compare it with what it should have been. Can there be any question in regard to the relative advertising value of the two?

STOVES, SMITH Hardware and Iron CO., 314 Broadway

News From The Fairs.

NOTES, HAPPENINGS, COMMENTS.

The editor is in receipt of many letters from Secretaries who received the first number of BILLBOARD ADVERTISING. They contain much favorable comment, and manifest keen interest in the undertaking. Unfortunately however, we are unable to print them, as for the most part, they fail to sanction such a course by giving us the necessary permission. This is the more to be regretted, inasmuch as many are very bright, newsy and evidently intended for publication. Some few expressly request us not to publish, but not over half a dozen allow us to make use of their communications. For this reason, we would request all correspondents to expressly state in all future letters whether same is for publication whole or in part. Names are not published unless desired, but no attention will be paid to anonymous communications.

The general tenor of the correspondence above mentioned is to the effect that a recognized organ and an established medium of communication has long been needed by the secretaries of Fairs in America. As a rule they predict that BILLBOARD ADVERTISING will prove a great boon to secretaries, and tend greatly to benefit Fair Associations. Some few enthusiastic correspondents prophesying the most lavish prosperity for the journal, and promising unqualified endorsements and steadfast support.

For all of which we desire to extend our thanks and acknowledgements, at the same time voicing the assurance that every possible effort will be made to make BILLBOARD ADVERTISING efficient and satisfactory in this particular field.

What is of more importance however is the fact that we have been urged to agitate the necessity of a national organization or union of the secretaries of all Fairs in the United States and Canada. It is argued that such a body would tend greatly toward eliminating many annoyances and minor evils to which societies and associations are now subject, and prove besides most profitable from a social point of view. We are moved to this mention of the matter not only by the belief that the suggestion is opportune and valuable, but by reason of the fact that the feeling is widespread. We being in receipt of nine different letters from widely distant parts of the country identically similar in tone.

The consensus of opinion seems to be that a convention should be called to take place in some city as nearly central as possible, and at as early a date as practicable. Without dwelling further upon the subject at this writing, we will merely state that our columns are open to all who desire to discuss the matter therein. The subject is worthy of grave consideration and the movement will undoubtedly speedily assume definite form. We have already sent out inquiries to many persons prominent in the Fair-World, eliciting an expression of opinion as to the feasibility and practicability of the scheme, and their answers will appear in our next edition. We desire furthermore to invite every secretary in America to participate in

the discussion, promising to handle the correspondence judiciously and expeditiously no matter how voluminous.

Let no one imagine that the movement is unpracticable for such is not the case. To many, a successful issue may not appear promising, but nevertheless an entirely satisfactory outcome is far from being impossible. When the Protective League of American Showmen (the national organization of showmen) was first broached it was scouted as visionary, and generally denominated a d—d Utopian ideality. No one sought to deny its possibilities for good, yet no one seemed inclined to believe it would ever take shape, but it did and to-day bids fair to be one of the strongest protective unions ever organized.

Large bodies move slowly but they also move exceedingly sure. Boom next year's Fair in our New Year's Number.



Stock Exhibit at Butler County Fair, Hamilton, Ohio.

General Managers of Fairs be organized for the promotion of the common interests of Agricultural Societies and Fair Associations. All that I can say is, that the idea has my emphatic endorsement. Such an organization would be of immense benefit to all concerned, and I sincerely hope that you will lend the movement your support.

Respectfully yours, GEO. DILLSWORTH.

To the Editor of BILLBOARD ADVERTISING:

Dear Sir—What the Fairs need more than anything else is a national association. Why do you not propose a convention of all the secretaries, managers, and in fact all interested parties? The time and place to be determined by the convenience of a majority of those who signify a wish to attend. Yours truly, M. M. AVERY.

BILLBOARD ADVERTISING: Gentlemen—Allow me to suggest that you interest yourselves in the matter of a national organization of local Fair Associations. Advocate a union or league of this nature and you will be serving the best interest of the secretaries of America. Very truly yours, A. P. H. KLINE.

CIRCUS MEN.

The national organization of Circus Managers, known as the Protective League of American Showmen, will assemble at Cincinnati, O., January 8th next, for their Second Annual Convention. This Association, which is purely defensive in character, is the direct outgrowth of the many abuses which have been heaped upon all itinerant organizations in general and circus people in particular.

These evils had grown so pronounced as to seriously menace the future of tent shows when the league was formed, and it has already been the means of materially checking the growth of antagonistic influences. Although but little over a year old it possesses a very strong membership which is growing larger from day to day, as the aims and objections of the Association become better understood. Ultimately it bids fair to accomplish much good, although, of course, no immediate results of a startling nature need be looked for.

Large bodies move slowly but they also move exceedingly sure.

Boom next year's Fair in our New Year's Number.

CHRISTMAS EDITION

Leander Richardson's Dramatic News

By far the most artistic and creditable of all the many Christmas publications is the Christmas Number of Leander Richardson's Dramatic News. Superbly illustrated by such artists as Rix, Coultans, Meyers, Frederick, Junk, Berger, and the Donaldson Lithograph Co., it displays artistic excellence of the very highest order, while from a literary standpoint it has never been equalled. Among those who have contributed may be mentioned Hon. David McAdam, A. H. Hummel, Wilton Lackaye, Helen Ten Brock, Charles T. Dazey, Clay M. Greene, Hon. Chas. Hoyt, May Wheeler, J. Charles Davis, Georgia Waldron, Chas. H. Day, Ed. W. Dunn, Cecile Joyce, Professor Harry Kellar, John Irving Dillon, Mrs. Eugene Sandow, Fay Templeton, Minnie Milne, Jane Corcoran, and "H. C. C." Every article it contains is exceptionally well written and happily chosen.

Numerous full-page portraits of celebrated players and theatrical folk intersperse and adorn the work, besides many smaller pictures reproduced by the finest known process of engraving. It fully justifies the prodigious outlay in the matters of time, labor and money expended upon it and reflects the greatest credit upon Mr. Richardson and Mr. McCloy. They may well feel proud of their handiwork. It is deserving of the highest praise unstinted and unqualified.

CAN THIS BE TRUE?

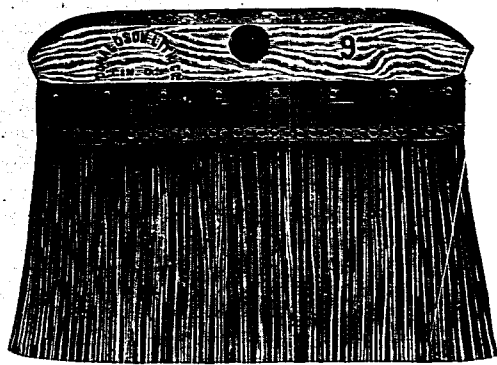
The following is from The Bill Poster, a journal published in London, Eng. We would like to hear from some one of the "audience" that looked on:

In another column we give the impressions of an English bill poster of bill posting in the United States, and we have also been favoured with the sight of a letter written by Mr. W. Turner, who was formerly in business at Belfast, but who, some years ago, went out to Australia. Writing from Sydney, Mr. Turner says the firm with which he is connected employs thirteen men, and have 5 horses and carts. They start work at seven a. m., have dinner from one till two, cease work at six, p. m. with a half holiday on Saturdays. He then goes on to say that they recently had a large circus there from America, run by Seils Brothers, who took out with them eight of their own bill posters, amongst them being one man who was called the Lightning Bill Poster. The firm Mr. Turner was connected with let some of their spaces to the circus, and they did their own work. One of the gables rented was so high that the men said they could not post it, the brushes they used were very large ones, costing 25s each, and they said they could not use them up a high ladder. Mr. Turner was asked to post the gable which the Americans were afraid of, and borrowing one of their large brushes he mounted the ladder and quickly covered the gable, the others looking on as spectators. When Sell's Circus are at home in America they employ twenty-eight billposters, and those they took with them to Sydney were the pick of the lot, yet a Britisher beat them a feat of which he felt justly proud.

THE DONALDSON GUIDE.

Now that the New York Clipper has formally adopted The Donaldson Cipher, it will be but a short time until the code of this well known system will be in general use among theatrical managers and showmen. All billposters should have a copy on hand for their own convenience, as well as that of their customers. It is worthy of note too that this valuable book contains the most accurate list of the billposters of the United States and Canada ever published.

BUY THE BEST
Bill Posters' Brush.



Copper bound and steel riveted. Manufactured expressly for the Donaldson Lithographing Co., and guaranteed the most durable brush on the market.

10 inch.....	Price, each, \$3.75	10 inch.....	Price per dozen, \$40.00
9 "	" " 3.25	9 "	" " " " 36.00
8 "	" " 2.85	8 "	" " " " 32.00

SEND CHECK WITH ORDER.

The DONALDSON LITHO CO.
CINCINNATI, OHIO.

I PRINT POSTERS,



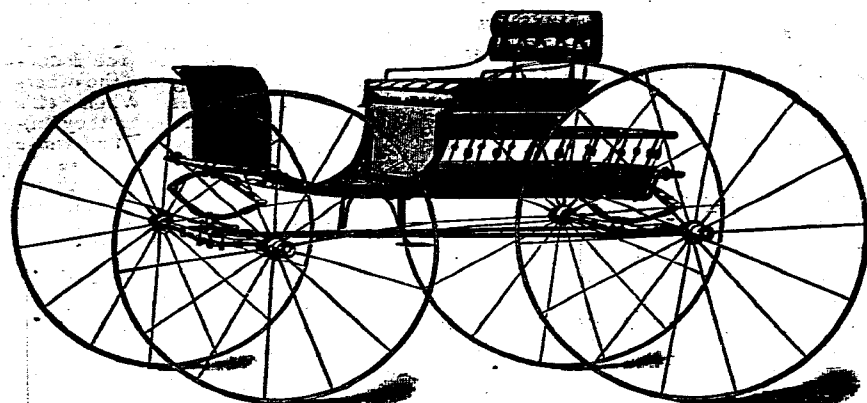
Not ordinary Posters you will note, for I understand my business thoroughly. Some people say I charge a good price. All agree that I do good work. Everybody knows that good work is always cheaper than poor. You can find me at 332 Seventh Avenue, New York City.

SAMUEL BOOTH.

Winterburn SHOW PRINTING CO.
166 Clark, Chicago.

(DON'T FORGET THE NUMBER.)

Descriptive and Pictorial POSTERS,
OF ALL KINDS.



No. 11. ELLIPTIC SPRING ROAD WAGON, (Shafts).

\$30.00, Spot Cash!

The Chester F. Korn Co., 10 W. Court, Cincinnati, O.
Wholesale Manufacturers of Fine and Medium Vehicles.

HENNEGAN & CO. Poster Printers,
CINCINNATI, OHIO.

POSTERS OUR SPECIALTY.

FINE COLOR PRINTING.

STATIONERY & PHOTO-ENGRAVING.

Write for Samples of Bill Posters' Letter Heads, in Colors.



Special

TO



Bill Posters,
Advertising Agents,
Secretaries of Fairs,

Copper Half-Tone Engravings,
PORTRAITS.

2x3.....	\$2.50.
2½x3½.....	\$2.75.
3x4.....	\$3.00.

Send Good Photo with Money Order,
—TO—

THE HELLEBERG PHOTO-GRAVING CO.,
CINCINNATI, O.

New Orleans Midwinter Fair.

New Orleans Midwinter Fair Association, L'Y'd.

Will Open Positively with Children's Day.

SATURDAY, DEC. 22, 1894.

GREATEST ATTRACTION EVER EXPLOITED IN THE
CRESCENT CITY.

The Midwinter Fair Association will permit an exhibitor or exhibition of any grade, manufacturing, commercial or amusement lines, except such as will provide only high class material. The Fair is given for the purpose of benefiting the trade of the City of New Orleans and the South, and will be at once instructive, amusing and entertaining. It will provide many of the wonders which made the World's Fair at Chicago a glory of imperishable memory, and while it will also add the good and unique attractions of the "White City's Midway Plaisance" it will not allow ANY OF THE DANCES.

OPENS WITH CHILDREN'S DAY
and Running Through MARDI GRAS SEASON
It Closes With Greatest National Saengerfest.
Thousands of Dollars in Prizes to Singing Societies.
Buildings Nearly Finished. Circus, Hippodrome
and Athletic Arena Being Constructed.

READ THE LIST OF ATTRACTIONS.

- | | |
|--|------------------|
| Streets of Cairo, | Captive Balloon, |
| Moorish Village, | Turkish Village, |
| French Cafe, | Old Vienna, |
| German Village, | Irish Village, |
| Blarney Castle, | Indian Village, |
| Horse Fair, | Ferris Wheel, |
| Peruvian Theater, | Moorish Theater |
| Turkish Theater, | and Palace, |
| Lobby Glass Works (Weavers & Spinners), | |
| Winter Circus—Water, Wild Animal Exhibit, | |
| Carnival, Amazons, Barbarians, and Beauties. | |

It is our earnest endeavor to provide a Fair of varied attractions and wares, the skillfully produced handiwork of the artist, artisan and mechanic, and display the same in a business-like way, befitting the Queen City of our Sunny Southland without the least iota to detract from the educational event of our Unrivalled Collection.

NAPOLEON PARK, Corner St. Charles and
Napoleon Avenues.

SATURDAY, Dec. 22, 1894, to

JUNE 1, 1895, Inclusive.

NICK ROBERTS, EUGENE MESTIER,
Director General. Secretary.



Special Offer

FOR

\$3.00

We will send you the

Donaldson Guide

AND A

Year's Subscription to

Billboard Advertising.

The Donaldson Guide contains the only accurate and complete list of the Bill Posters and Show Printers of America that has ever been published. It also contains the complete code of the Donaldson Cipher, by the use of which great saving in the matter of telegraph tolls may be had. The regular price of the Donaldson Guide alone is \$3.00, hence, we afford you an opportunity to practically get your subscription free of charge.

Now is the time to Subscribe.

